

Health Priority Issue #5: Heart Disease & Stroke Committee

<p>Suggested Actions</p> <p><i>What needs to be done?</i></p>	<p>F. Initiative #3a: Changing Behavior – Community Park Intervention Programs</p> <ul style="list-style-type: none"> <li>• Behavior change is a process, not an event. In order for people to change behavior, they have to move through stages, sometimes regressing and progressing as many as three to four times (e.g. smoking cessation).</li> <li>• Changing perceptions will help to move people through the beginning stages – precontemplation and contemplation.</li> <li>• Create walking and activity clubs within the parks. Heart Education programs.</li> </ul>
<p>By Whom?</p> <p><i>Who will take the action?</i></p>	<ul style="list-style-type: none"> <li>• Memphis Park Commission – John Malmø, Marily Boyd Drew</li> <li>• Linda Hall and other committee members work with the park commission to increase activity and health education opportunities.</li> </ul>
<p>By When?</p> <p><i>By what date will the action be completed?</i></p>	<p>Initiate by September 1, 1998 – ongoing</p>
<p>Resources &amp; Support Needed/Available</p> <p><i>What financial, human, political, &amp; other resources are needed and available?</i></p>	<ul style="list-style-type: none"> <li>• Speakers.</li> <li>• Activities.</li> <li>• Heart Association Information.</li> </ul>
<p>Potential Barriers or Resistance</p> <p><i>What individuals and organizations might resist? How?</i></p>	<ul style="list-style-type: none"> <li>• None perceived.</li> </ul>
<p>How Success Measured?</p> <p><i>What events or data can be used to determine if the problem is being corrected?</i></p>	<ul style="list-style-type: none"> <li>• Number of activities and attendees.</li> </ul>